



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> .569910 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 11638
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
**1580 Lincoln St**  
**Suite 510**  
**Denver, CO 80203**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	13	10/29/12	11/06/12	M-F 5a-530a	5a-530a		:30			NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$175.00			
Week:		11/05/12	11/11/12	11-----				2	\$175.00			
2	13	10/29/12	11/06/12	M-F 530a-6a	530a-6a		:30			NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$175.00			
Week:		11/05/12	11/11/12	11-----				2	\$175.00			
3	13	10/29/12	11/06/12	M-F 6a-7a	6a-7a		:30			NM	7	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$375.00			
Week:		11/05/12	11/11/12	11-----				2	\$375.00			
4	13	10/29/12	11/06/12	M-F 7a-8a	7a-8a		:30			NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11121--				6	\$375.00			
Week:		11/05/12	11/11/12	22-----				4	\$375.00			
5	13	10/29/12	11/06/12	M-F 8a-9a	8a-9a		:30			NM	9	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$375.00			
Week:		11/05/12	11/11/12	22-----				4	\$375.00			
6	13	10/29/12	11/04/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$325.00			
7	13	10/29/12	11/04/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$325.00			
E 8	13	10/29/12	11/04/12	M-F 9a-10a	9a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-11----				2	\$150.00			
9	13	10/29/12	11/04/12	M-F 10a-11a	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$150.00			
10	13	10/29/12	11/04/12	M-F 11a-12p	11a-12p		:30			NM	2	\$350.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 569910 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Product</u> Matheson for Congress	<u>Estimate #</u> 11638
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 10/30/12

											Totals	
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-1----				2	\$175.00			
11	13	10/29/12	11/05/12	M-F 3p-4p	3p-4p		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$200.00			
Week:		11/05/12	11/11/12	1-----				1	\$200.00			
12	13	10/29/12	11/05/12	M-F 4p-5p	4p-5p		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$200.00			
Week:		11/05/12	11/11/12	1-----				1	\$200.00			
13	13	10/29/12	11/05/12	M-F 5p-530p	5p-530p		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$300.00			
Week:		11/05/12	11/11/12	1-----				1	\$300.00			
E 14	13	10/29/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$400.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	13	10/29/12-11/04/12	M-F 530p-6p	530p-6p	MTuWThF----	:30	<del>\$400.00</del>	NM		
		Credited										
Week:		11/05/12	11/11/12	1-----				1	\$400.00			
15	13	10/29/12	11/04/12	Su 5p-530p	5p-530p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$350.00			
E 16	13	10/29/12	11/04/12	FOX Prime Monday 7-8p	7p-8p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,800.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	13	10/29/12-11/04/12	FOX Prime Monday 7-8p	7p-8p	M-----	:30	<del>\$1,800.00</del>	NM		
		See MG 16.2										
		2	13	10/29/12-11/04/12	FOX Prime Friday 7-8p	7p-8p	-----F----	:30	\$1,800.00	NM		
		Ⓜ MG for 16.1 10/29										
17	13	10/29/12	11/05/12	M-F 9p-1005p	9p-1005p		:30			NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$1,500.00			
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00			
18	13	10/29/12	11/04/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$800.00			
19	13	10/29/12	11/04/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,500.00			
20	13	10/29/12	11/04/12	M-F 1005p-1035p	1005p-1035p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$400.00			
21	13	11/05/12	11/05/12	M-F 12p-1230p	12p-1230p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$125.00			
22	13	10/29/12	11/05/12	M-F 630p-7p	630p-7p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$450.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$450.00			
N 23	13	11/02/12	11/02/12	M-F 10a-11a	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$150.00			
N 24	13	10/29/12	11/05/12	M-F 5p-530p	5p-530p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11-----				2	\$800.00			
Week:		11/05/12	11/11/12	1-----				1	\$800.00			
N 25	13	11/05/12	11/06/12	M-F 6a-7a	6a-7a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$375.00			
N 26	13	10/29/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--11---				2	\$900.00			
Week:		11/05/12	11/11/12	1-----				1	\$900.00			
N 27	13	10/29/12	11/04/12	M-F 7a-8a	7a-8a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11--1--				3	\$600.00			
N 28	13	11/02/12	11/02/12	M-F 530p-6p	530p-6p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$900.00			
N 29	13	11/05/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$900.00			
N 30	13	10/29/12	11/04/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,500.00			
Totals											99	\$45,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	99	\$45,800.00	\$38,930.00
<b>Totals</b>	<b>99</b>	<b>\$45,800.00</b>	<b>\$38,930.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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